

# PRIVACY POLICY

This website privacy policy describes how Digital Whiskey Ltd protects and makes use of the information you give the company when you use this website.

If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

This policy is updated from time to time. The latest version is published on this page.

This website privacy policy was updated on: 2021-03-01

If you have any questions about this policy, please email [privacypolicy@digital-whiskey.com](mailto:privacypolicy@digital-whiskey.com) or write to Digital Whiskey, 20-22 Wenlock Road, London, N1 7GU.

## *Introduction*

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

What data we gather

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information, such as postcode, preferences and interests
- Website usage data
- Other information relevant to client enquiries

## *How we use this data*

Collecting this data helps us understand what you are looking from the company, enabling us to deliver improved products and services.

Specifically, we may use data:

- For our own internal records.
- To improve the products and services we provide.
- To contact you in response to a specific enquiry.
- To customise the website for you.

- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- To contact you via email, telephone or mail for market research reasons.

## *Security*

We will always hold your information securely.

To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998.

## *Links from our site*

Our website may contain links to other websites.

Please note that we have no control of websites outside the digital-whiskey.com domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

## *Cookie Policy*

A “cookie” is a small text file that is placed on a user’s computer hard drive by a website. There are several types of cookie and the most common are often referred to as ‘session’ cookies. These are used to keep track of information needed by a user as they travel from page to page within a website. These cookies have a short lifetime and expire within a few minutes of the user leaving the site.

Digital Whiskey Ltd cookies do not store any personal information (encrypted or otherwise). They are simply a numeric identifier which allow us to recognise repeat visitors.

Digital Whiskey Ltd may use this information together with publicly available business information to contact such organisations with further information about its products and services.

We only use cookies in certain areas of this website (the “Digital Whiskey Ltd Website”) and the purposes for which they are used are detailed below. You are not obliged to accept a cookie and you can modify your browser so that it will not accept cookies. However, if you do so this may affect your browsing experience and certain functions within the website may not work.

The Digital Whiskey Ltd Website uses the following cookies:

### **Generic Google Analytics cookies**

These cookies are used by Google Analytics, which monitors traffic levels, search queries and visits to our website. Google Analytics stores internet protocol (“IP”) addresses on its servers in the US. An IP address is a unique number assigned to each device (such as your computer) that allows it to communicate with other devices on a computer

network (such as modems, printers or other computers). Neither Digital Whiskey Ltd nor Google associate your IP address with any information that can identify the user personally.

These cookies enable Google to determine whether you are a return visitor to the site, and to track the pages that you visit during your session. More info on Google cookies can be found [here](#).

### Google Marketing Services

On our website we use the marketing and remarketing services of Google LLC. These services allow us to display advertisements in a more targeted manner in order to present advertisements of interest to users. Through remarketing ads and products are displayed to users relating to an interest established by activity on other websites within the Google Network. For these purposes, a code is used by Google when our website is accessed and what are referred to as (re)marketing tags are incorporated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies may also be used instead of cookies).

All user data will only be processed as pseudonymous data. Google does not store any names or e-mail addresses. All displayed ads are therefore not displayed specifically for a person, but for the owner of the cookie. This information is collected by Google and transmitted to and stored by servers in the USA.

One of the Google marketing services we use is the online advertising program Google AdWords. In the case of Google AdWords, each AdWords customer receives a different conversion cookie. Cookies can therefore not be tracked through the websites of AdWords customers. The information collected by the cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they will not receive any information that personally identifies users.

Google services make use of Google's Tag Manager. For more information about Google's use of data for marketing purposes, please see the [summary page](#) and Google's [privacy policy](#).

### Twitter Conversion Tracking

On our website, we use the Conversion Tracking Service of Twitter Inc. Twitter stores a cookie on the user's computer to enable an analysis of the use of our online products and services. Twitter Conversion Tracking tracks the actions of users after they have viewed ads or interacted with ads on Twitter. Twitter's Conversion Tracking allows you to assign conversions such as link clicks, retweets or "like" data.

### Facebook 'visitor action pixel'

We use the "visitor action pixels" from Facebook Inc on our website.

This allows user behaviour to be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This enables us to measure the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way is anonymous to us, i.e. we do not see the personal data of individual users. However, this data is stored and processed by Facebook. Facebook may link this information to your Facebook account and also use it for its own promotional purposes, in accordance with Facebook's [Data Usage Policy](#). You can allow Facebook and its partners to place ads on and off Facebook. A cookie may also be stored on your computer for these purposes.

### LinkedIn Insight Tag

The [LinkedIn insight tag](#) allows us to perform campaign reporting and unlock valuable insights about website visitors that may come via the campaigns we run on LinkedIn.